

# The Role of Media in Disease Prevention in Uganda: A Case Study of NBS Television

Odwori Martin Ojiso and Hakim Nkalubo

College of Humanities and Social Sciences Kampala International University, Uganda.

## ABSTRACT

Scholars have extensively studied the effectiveness of different health communication strategies employed by television networks in disseminating disease prevention information. These strategies include health campaigns, public service announcements, and educational programming aimed at raising awareness about infectious diseases and promoting preventive behaviors. Understanding how audiences perceive and engage with health messages broadcasted by the media is crucial for evaluating the impact of disease prevention efforts. This study sought to evaluate the role of media in disease prevention in Uganda using NBS Television as a case study. A cross-sectional survey design was utilized to collect data from a sample of viewers who have been exposed to televised health messages. The total sample size was 85 respondents. Data was collected through structured questionnaires administered to the selected study participants. Quantitative data collected from the surveys were analyzed using statistical software such as MS Excel. Descriptive statistics, including frequencies, percentages, means, and standard deviations, were used to summarize demographic characteristics, audience exposure to health programming, and responses to survey items. The study found that respondents had varying knowledge about disease prevention measures, with gaps in understanding vaccination schedules, early warning signs, and nutrition's role. However, they generally held positive attitudes towards disease prevention, believing in its importance for overall health and trusting health information from television programs. They expressed motivation to adopt preventive behaviors and confidence in their ability to maintain positive changes. The findings underscore the potential of televised health communication initiatives in shaping attitudes and behaviors related to disease prevention, emphasizing the role of television in promoting public health awareness.

**Keywords:** Disease, NBS Television, Media, Information

## INTRODUCTION

In the global context, the importance of media in disease prevention has garnered significant attention, especially in light of recent pandemics such as Ebola and COVID-19. The media's role in disseminating accurate information, debunking myths, and promoting preventive measures has been widely recognized [1]. With the rise of digital media platforms, the global reach of health-related information has expanded, influencing public perceptions and behaviors [2]. Within the African continent, the role of media in disease prevention has been underscored by various health crises, including outbreaks of Ebola and HIV/AIDS. African scholars have highlighted the importance of culturally sensitive and context-specific health communication strategies in combating disease transmission [3]. Furthermore, the proliferation of mobile technology has facilitated innovative approaches to health messaging, particularly in rural and remote areas [4]. In Uganda, where communicable diseases remain a significant public health concern, the media plays a crucial role in disseminating health information and

promoting preventive behaviors. Local scholars have emphasized the need for media platforms to collaborate with health authorities to ensure the accuracy and timeliness of information during disease outbreaks [5-9]. Additionally, the influence of social media in shaping public perceptions of health issues has prompted discussions on the ethical responsibilities of journalists and content creators [6]. NBS Television, as one of Uganda's leading broadcasters, holds considerable influence in shaping public discourse on health-related issues. With a diverse audience spanning urban and rural areas, NBS Television plays a pivotal role in reaching a wide demographic with health promotion messages [10-15]. Local scholars have commended NBS Television for its efforts in promoting public health initiatives, including vaccination campaigns and disease awareness programs [7-10]. However, there remains a need to assess the effectiveness of NBS Television's health communication strategies and their impact on disease prevention outcomes within the Ugandan context.

### Statement of the problem

Despite the proliferation of health-related programming on television, there is limited empirical evidence regarding the impact of such initiatives on disease prevention outcomes, especially within the Ugandan context. While studies have explored the role of media in public health promotion [5], there is a paucity of research specifically examining the contribution of television media, such as NBS Television, to disease prevention efforts in Uganda. The proposed study seeks to address this gap by investigating the role of NBS Television in disease prevention in Uganda, focusing on its programming, audience engagement strategies, and impact on preventive behaviors. By evaluating the effectiveness of NBS Television's health communication initiatives, this research aims to contribute to enhancing the efficacy of media interventions in mitigating the spread of infectious diseases and improving public health outcomes in Uganda. This problem is underscored by the persistent prevalence of communicable diseases in Uganda, including malaria, HIV/AIDS, and tuberculosis, which continue to pose

significant health threats to the population [8]. Despite efforts by various stakeholders, including the government and non-governmental organizations, to address these health challenges, there remains a need for comprehensive and evidence-based strategies to augment disease prevention efforts. The study addresses significant gaps in the existing literature on media's role in disease prevention, particularly within the context of Uganda. These gaps include a lack of empirical research specifically evaluating the effectiveness of television media, such as NBS Television, in influencing audience knowledge and behavior regarding disease prevention. Also, there is limited understanding of the nature and scope of health communication initiatives undertaken by television networks in Uganda, as well as a scarcity of studies examining the association between exposure to televised health messages and the adoption of preventive behaviors among viewers. Therefore, this study seeks to investigate the role of media in disease prevention taking NBS Television as a case study.

### Objectives of the study

#### General objective

The general objective of this study is to examine the role of media in disease prevention in Uganda taking a case of NBS Television, with a focus on evaluating the effectiveness of its health communication initiatives in influencing public knowledge, attitudes, and behaviors related to disease prevention.

#### Specific objectives

- i. To assess the nature and scope of health communication initiatives undertaken by NBS Television in Uganda.
- ii. To examine the impact of NBS Television's health programming on audience knowledge and attitudes regarding disease prevention.
- iii. To evaluate the association between exposure to NBS Television's health messages and adoption of preventive behaviors among its viewers.

#### Research questions

- i. What is the nature and scope of health communication initiatives undertaken by NBS Television in Uganda?
- ii. What is the impact of NBS Television's health programming on audience knowledge and attitudes regarding disease prevention?
- iii. To evaluate the association between exposure to NBS Television's health messages and adoption of preventive behaviors among its viewers.

#### Research hypothesis

**H<sub>0</sub>:** There is no significant relationship between the frequency of health-related programming on NBS

Television and audience awareness of disease prevention measures.

**H<sub>01</sub>:** There is no significant difference in knowledge and attitudes regarding disease prevention between viewers exposed to NBS Television's health messages and those who are not.

**H<sub>02</sub>:** There is no significant association between exposure to NBS Television's health messages and the adoption of preventive behaviors among its audience.

#### Significance of the study

This study investigates the role of NBS Television in promoting disease prevention in Uganda. It provides empirical evidence on the effectiveness of media interventions in influencing public knowledge, attitudes, and behaviors related to disease prevention. The research experience also helps develop skills in data collection, analysis, and interpretation. Future researchers can expand the scope of research in media and health communication in Uganda, building upon the findings and developing evidence-based strategies for enhancing disease prevention efforts. The findings are significant for the general public, as they help them make informed decisions about their health behaviors and engage with media messages. NBS Television can use the findings to enhance its health programming and collaborate with public health authorities.

## LITERATURE REVIEW

### Nature and scope of health communication initiatives

Television health communication initiatives play a crucial role in preventing diseases by disseminating valuable health information, promoting awareness, and encouraging positive health behaviors among viewers. These initiatives encompass a diverse range of programming aimed at addressing various health issues, including infectious diseases, chronic conditions, and public health campaigns. Research by [9] highlighted the significance of television as a prominent source of health information in Uganda, emphasizing its role in raising awareness and promoting preventive behaviors. Similarly, studies by [10] underscored the importance of television health communication initiatives in influencing public perceptions and behaviors related to disease prevention, highlighting the need for comprehensive programming to address diverse health issues.

Moreover, television health communication initiatives often involve collaboration between broadcasters, health authorities, and non-governmental organizations to develop and implement targeted campaigns and programs. For example, research by [11] examined the collaborative efforts between NBS Television and Ugandan health authorities in addressing public health challenges, highlighting the synergistic approach in disseminating health information and promoting disease prevention measures. Additionally, studies by Kawere et al. [12] emphasized the importance of partnerships in enhancing the reach and effectiveness of television health communication initiatives, particularly in reaching vulnerable populations and addressing health disparities. Furthermore, the scope of television health communication initiatives extends beyond traditional programming to include interactive platforms, educational campaigns, and public service announcements. Research by [13] explored the use of television as a platform for health promotion in Uganda, highlighting the diversity of programming formats and content aimed at addressing various health issues. Similarly, studies by Dutta et al. [14] examined the role of television in disseminating health information through educational campaigns and public service announcements, illustrating the breadth and depth of television health communication initiatives in reaching audiences with relevant and timely health messages.

### Impact of television's health programming on audience knowledge and attitudes regarding disease prevention

Television's health programming plays a significant role in shaping audience knowledge and attitudes regarding disease prevention, serving as a powerful medium for health communication and behavior change. Research by Musisi and Kayiwa [9]

emphasized the impact of televised health campaigns in Uganda on improving audience knowledge about disease prevention measures, highlighting the importance of targeted messaging and informative programming in raising awareness. Television programs focusing on health education and behavior change communication strategies have been shown to positively influence audience knowledge by providing accurate and accessible information about preventive measures such as vaccination, hand hygiene, and safe sexual practices [11]. Additionally, studies by Park et al. [10] underscored the effectiveness of televised public service announcements in promoting behavior change and fostering positive attitudes towards disease prevention among audiences.

Furthermore, television-based health programs often feature expert interviews, testimonials, and narrative storytelling to educate viewers about disease prevention measures and promote positive attitudes towards health behaviors. Research by Namugwanya et al. [13] explored the use of storytelling in televised health communication in Uganda, highlighting its effectiveness in engaging audiences and conveying key messages about disease prevention. Similarly, studies by Kawere et al. [12] emphasized the importance of incorporating diverse content formats, including animation, infographics, and real-life scenarios, to enhance audience engagement and shape positive attitudes towards disease prevention.

Moreover, television health campaigns and public service announcements play a crucial role in disseminating timely information about disease outbreaks and public health emergencies, thereby increasing public awareness and knowledge about preventive measures. Research by Dutta et al. [14] examined the impact of televised public health campaigns on audience knowledge about disease prevention during the COVID-19 pandemic, highlighting the role of television in delivering critical health information to the general population. Similarly, studies by Lee & Lee [15] investigated the effectiveness of televised messages in promoting knowledge about COVID-19 preventive measures, illustrating the role of television as a trusted source of information during public health crises.

### Association between exposure to television's health messages and adoption of preventive behaviors

Television's health programming has a profound impact on audience knowledge and attitudes regarding disease prevention, serving as a key medium for health communication and behavior change. Studies by Musisi and Kayiwa [9] in Uganda have shown that televised health campaigns effectively disseminate information about disease prevention measures, contributing to increased audience knowledge. Additionally, research by Park

et al. [10] highlights the role of televised public service announcements in shaping positive attitudes towards disease prevention, emphasizing the importance of clear and persuasive messaging.

Television programs focusing on health education and behavior change communication strategies play a crucial role in improving audience knowledge about disease prevention measures. Sserwanja and Kitimbo [11] found that educational television programs in Uganda significantly increased viewers' understanding of preventive measures such as handwashing and vaccination. Similarly, studies by Kawere et al. [12] demonstrate the effectiveness of diverse content formats, including animation and real-life scenarios, in enhancing audience engagement

and knowledge retention regarding disease prevention. Television-based health campaigns and public service announcements are instrumental in raising awareness about disease prevention measures during public health emergencies. Research by Dutta et al. [14] during the COVID-19 pandemic illustrates the impact of televised messages in increasing audience knowledge about preventive measures such as mask-wearing and social distancing. Likewise, studies by Lee & Lee [15] emphasize the role of television as a trusted source of information, influencing audience attitudes towards disease prevention and encouraging behavior change during crises.

## METHODOLOGY

### Research design

This study employed a quantitative research design to investigate the impact of television's health programming on audience knowledge and attitudes regarding disease prevention. Specifically, a cross-sectional survey design was utilized to collect data from a sample of viewers who have been exposed to televised health messages.

### Population sample

The population of interest for this study comprises individuals who regularly watch television programs that include health-related content. The sample was drawn from the target audience of specific health programs aired on NBS television. The inclusion criteria will include individuals aged 18 and above who have watched health-related television programs within the past 5 years from 2018 to 2023.

The researcher took a survey of 85 respondents out of a study of 108 people using the Slovenian method for computation of the sample size.

$$n = \frac{N}{1 + Ne^2}$$

Whereby n = sample size, N = Population, e = confidence level (0.05).

$$n = \frac{108}{1 + 108 (0.025)}$$

n = 85 respondents

This means that the total sample size is 85 respondents

### Area of study

The study was conducted in urban and peri-urban areas of Uganda, focusing on Kampala area and where viewership of health programs is expected to be high.

### Selection of study participants, sampling method and population

The study participants were selected using a combination of purposive and random sampling methods. Initially, specific television programs known to address health topics were identified, and

viewers of these programs were purposively selected as potential study participants. From this pool, a random sample was drawn to ensure representativeness and generalizability of findings.

### Data collection

Data was collected through structured questionnaires administered to the selected study participants. The questionnaires were designed to assess audience knowledge and attitudes regarding disease prevention, including their exposure to televised health programming, perceived effectiveness of health messages, and behavioral intentions related to disease prevention measures. Data collection was conducted through face-to-face interviews or online surveys, depending on the accessibility and preferences of the study participants.

### Data Analysis

Quantitative data collected from the surveys were analyzed using statistical software such as MS Excel. Descriptive statistics, including frequencies, percentages, means, and standard deviations, were used to summarize demographic characteristics, audience exposure to health programming, and responses to survey items. Inferential statistics, such as chi-square tests and regression analysis, was employed to examine associations between variables and to identify factors influencing audience knowledge and attitudes regarding disease prevention.

### Ethical Considerations

Ethical considerations were paramount throughout the research process. Informed consent was obtained from participants prior to data collection, and their confidentiality and anonymity was ensured. The study adhered to ethical guidelines for research involving human participants, including obtaining ethical approval from the Department of Journalism of Kampala International University.

**PRESENTATION, ANALYSIS AND INTERPRETATION OF FINDINGS**

Given that this study took a mixed-method research design, the researcher used frequency, distribution, calculation of percentages and tabulating them appropriately to present and analyse data collected from the respondents. MS Excel was used to analyse data collected on role of media on disease prevention.

Data was arranged according to the occurrence of different responses to the questionnaires.

**Response rate**

From the questionnaires distributed to respondents, out of 85 questionnaires distributed among the respondents, 80 questionnaires were answered and collected back by the researcher for data collection.

**Table 1: Showing response rate**

	Frequency			Response rate (%)
	Total questionnaires distributed	Questionnaires returned	Questionnaires unanswered	
	85	80		94%
			5	6%
<b>Total</b>	<b>85</b>	<b>80</b>	<b>5</b>	<b>100%</b>

Source: Primary data, 2024

From the Table 1, the response rate was 94% which means that out of 85 questionnaires that were distributed, 80 questionnaires were collected back and

5 of the total questionnaires remained in the field. 94% response rate was good to provide reliable data for analysis and drawing conclusions.

**Findings on biographical background of respondents**

**Findings on gender of respondents**

The respondents were asked to tell their gender and their responses were summarized in the table below;

**Table 2: Showing findings on gender of respondents**

Response	Frequency	Percentage (%)
Female	55	68.8
Male	25	31.3
<b>Total</b>	<b>80</b>	<b>100</b>

Source: Primary data, 2023

The analysis of respondents' gender revealed that the majority were female, constituting 68.8%, while male respondents accounted for 31.3%. This distribution suggests a significant male representation within the

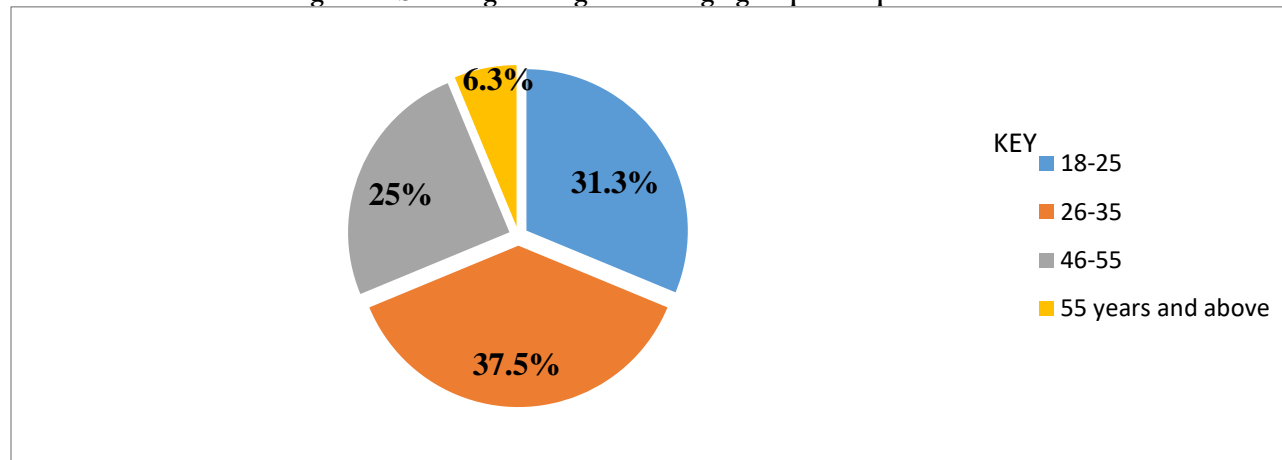
sample, indicating potential gender-related variations in responses. The higher representation of females in the respondent pool may indicate a gender imbalance of the people the employees of NBS.

**Finding on the age group of respondents**

The respondents were asked to tell their age group and

their responses were presented in the table below;

**Figure 1: Showing findings on the age group of respondents**



Source: primary data 2024

From Figure 1, it is evident that the respondents' age groups were varied. The majority fell within the age

range of 26-35, comprising 30 respondents (37.5%). This was followed by the age group of 18-25, with 25

respondents (31.5%). There were relatively fewer respondents in the older age groups, with 20 respondents (25%) falling within the 46-55 age range and only respondents (6.3%) aged 55 years and above. The highest proportion of respondents falls within the age group of 26-35 years, suggesting that this age

group may be more actively engaged with health-related television programming. However, it is noteworthy that there is representation across various age groups, which allows for a comprehensive understanding of the impact of television's health programming on different demographic segments.

**Finding on educational level of respondents**

The respondents were asked to tell their education level and their responses were presented in the table below;

**Table 3: Showing findings on the type of business run by the respondents**

Response	Frequency	Percentage
Primary	35	43.8
Secondary	20	25.0
Tertiary	10	12.5
Vocational training	9	11.3
<b>TOTAL</b>	<b>80</b>	<b>100</b>

Source: Primary data 2024

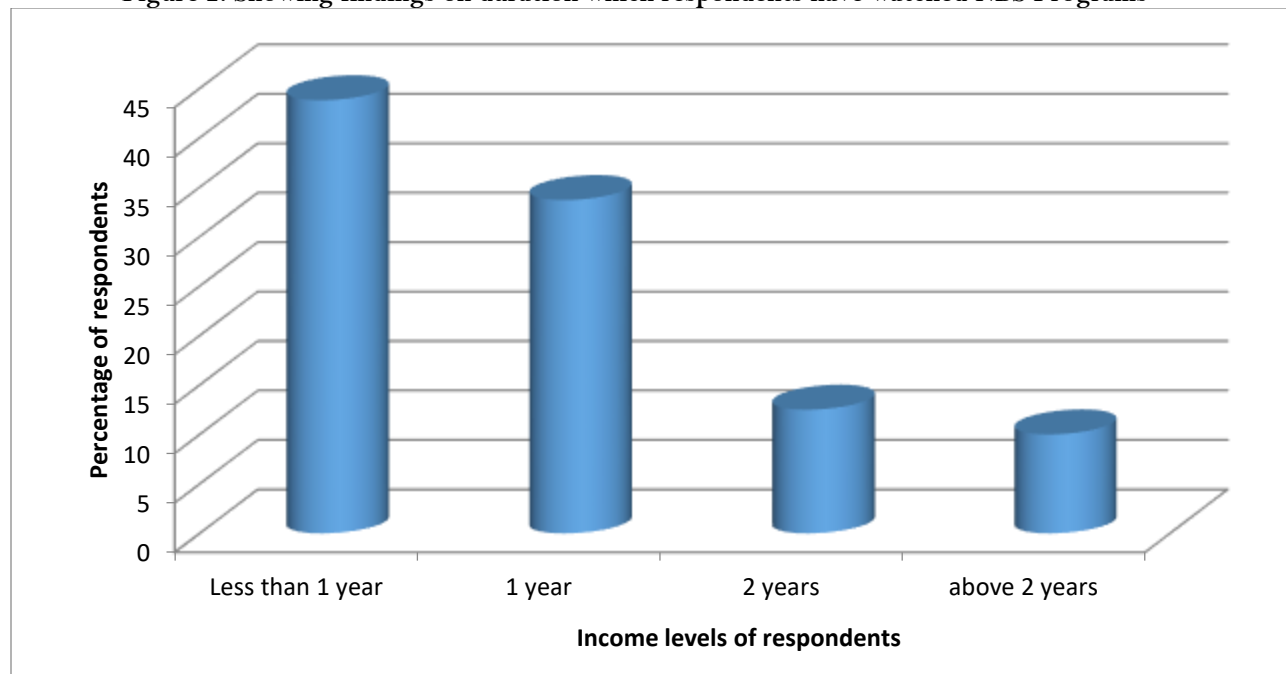
From Table 3 above, the data revealed that the majority of respondents had completed primary education (43.8%), followed by those who had completed secondary education (25.0%). A smaller

proportion had tertiary education (12.5%), while a similar percentage had undergone vocational training (11.3%).

**Finding on duration which respondents have watched NBS Programs**

The respondents were asked to tell the duration which they have watched NBS programs and their responses were presented in the figure below;

**Figure 2: Showing findings on duration which respondents have watched NBS Programs**



Source: Primary data 2024

The figure illustrates that the majority of respondents (43.8%) have watched NBS programs for less than 1 year, followed by 1 year (33.7%), 2 years (12.5%), and above 2 years (10%). The data suggested that a significant proportion of respondents have relatively recent exposure to NBS programs, with a substantial number watching for less than 1 year. This finding

implied that the impact of NBS programs on disease prevention attitudes and behaviors may be influenced by the duration of exposure to the channel's content. It also underscores the importance of considering the recent of exposure when analyzing the effectiveness of television's health programming.

**Findings on Knowledge about disease prevention measures**  
**Table 4: Showing findings on knowledge about disease prevention measures**

STATEMENT	SA		A		N		D		SD		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%
I am aware of common disease prevention measures.	20	25.0	32	40.0	2	2.5	10	12.5	16	20.0	80	100.0
I can identify specific preventive measures for different diseases.	20	25.0	45	56.3	0	0.0	10	12.5	5	6.3	80	100.0
I feel knowledgeable about disease prevention methods after watching health programs on television.	15	18.8	20	25.0	10	12.5	20	25.0	15	18.8	80	100.0
I am familiar with the recommended vaccination schedules for adults and children.	25	31.3	45	56.3	5	6.3	5	6.3	0	0.0	80	100.0
I know the importance of regular health screenings for disease prevention.	20	25.0	32	40.0	2	2.5	10	12.5	16	20.0	80	100.0
I understand the role of nutrition and diet in disease prevention.	20	25.0	45	56.3	0	0.0	10	12.5	5	6.3	80	100.0
I am aware of the importance of maintaining personal hygiene for disease prevention.	15	18.8	20	25.0	10	12.5	20	25.0	15	18.8	80	100.0
I can recognize early warning signs of common diseases.	15	18.8	20	25.0	10	12.5	20	25.0	15	18.8	80	100.0
I understand the importance of environmental sanitation for disease prevention.	15	18.8	20	25.0	10	12.5	20	25.0	15	18.8	80	100.0
I am knowledgeable about the benefits of physical activity for disease prevention.	25	31.3	45	56.3	5	6.3	5	6.3	0	0.0	80	100.0

Source: Primary Data, 2024

#### Aware of common disease prevention measures

20 respondents (25.0%) strongly agreed, indicating a relatively low level of agreement. This suggests that there may be gaps in knowledge regarding common disease prevention measures among the respondents.

#### Identification of specific preventive measures for different diseases

20 respondents (25.0%) strongly agreed, indicating a relatively low level of agreement. However, 45 respondents (56.3%) agreed, which suggests a higher level of agreement among respondents regarding their ability to identify specific preventive measures for different diseases.

#### Knowledgeable about disease prevention methods after watching health programs on television

15 respondents (18.8%) strongly agreed, while 20 respondents (25.0%) agreed. This suggests that there may be varying levels of perceived knowledge among respondents regarding disease prevention methods after watching health programs on television.

#### Familiar with the recommended vaccination schedules for adults and children

25 respondents (31.3%) strongly agreed, while 5 respondents (6.3%) strongly disagreed. This indicates a relatively high level of agreement among respondents regarding their familiarity with recommended vaccination schedules.

#### Knowing the importance of regular health screenings for disease prevention

20 respondents (25.0%) strongly agreed, indicating a relatively low level of agreement. This suggests that there may be gaps in knowledge regarding the importance of regular health screenings among the respondents.

#### Understanding the role of nutrition and diet in disease prevention

20 respondents (25.0%) strongly agreed, indicating a relatively low level of agreement. However, 45 respondents (56.3%) agreed, which suggests a higher level of agreement among respondents regarding

their understanding of the role of nutrition and diet in disease prevention.

**Aware of the importance of maintaining personal hygiene for disease prevention**

15 respondents (18.8%) strongly agreed, while 20 respondents (25.0%) agreed. This suggests that there may be varying levels of agreement among respondents regarding the importance of maintaining personal hygiene for disease prevention.

**Recognizing early warning signs of common diseases**

15 respondents (18.8%) strongly agreed, while 20 respondents (25.0%) agreed. This suggests that there

may be varying levels of agreement among respondents regarding their ability to recognize early warning signs of common diseases.

**Understanding the importance of environmental sanitation for disease prevention**

15 respondents (18.8%) strongly agreed, while 20 respondents (25.0%) agreed. This suggests that there may be varying levels of agreement among respondents regarding the importance of environmental sanitation for disease prevention.

**Knowledgeable about the benefits of physical activity for disease prevention**

25 respondents (31.3%) strongly agreed, while 5 respondents (6.3%) strongly disagreed. This indicates a relatively high level of agreement among respondents regarding their knowledge about the benefits of physical activity for disease prevention.

**Findings on Attitudes towards Disease Prevention**

**Table 5: Showing findings on towards disease prevention**

STATEMENT	SA		A		N		D		SD		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%
I believe disease prevention is important for overall health.	23	28.8	30	37.5	3	3.8	15	18.8	9	11.3	80	100.0
I trust the information provided in health programs on television regarding disease prevention.	20	25.0	30	37.5	1	1.3	18	22.5	11	13.8	80	100.0
I feel motivated to adopt preventive behaviors after watching health programs on television.	30	37.5	30	37.5	5	6.3	9	11.3	6	7.5	80	100.0
I believe that individuals have a responsibility to engage in disease prevention measures.	15	18.8	35	43.8	5	6.3	9	11.3	16	20.0	80	100.0
I am confident in my ability to make positive changes in my health behaviors.	23	28.8	30	37.5	3	3.8	15	18.8	9	11.3	80	100.0
I feel empowered to take charge of my health after watching health programs on television.	20	25.0	30	37.5	1	1.3	18	22.5	11	13.8	80	100.0
I am optimistic about the effectiveness of disease prevention measures in improving health outcomes.	30	37.5	30	37.5	5	6.3	9	11.3	6	7.5	80	100.0
I believe that preventive healthcare saves lives and reduces healthcare costs.	15	18.8	35	43.8	5	6.3	9	11.3	16	20.0	80	100.0
I am open to trying new disease prevention strategies recommended in television health programs.	23	28.8	30	37.5	3	3.8	15	18.8	9	11.3	80	100.0
I feel supported by my community in adopting disease prevention behaviors.	20	25.0	30	37.5	1	1.3	18	22.5	11	13.8	80	100.0

Source: Primary Data, 2024

From Table 5, the findings indicated that;

**Disease prevention is important for overall health**

A total of 53 respondents (66.3%) either agreed or strongly agreed, indicating a majority acknowledging the importance of disease prevention for overall health. This suggests a positive perception of the significance of preventive measures promoted by NBS Television's health programs.

**The information provided in health programs on television regarding disease prevention**

A total of 50 respondents (62.5%) either agreed or strongly agreed, indicating a significant level of trust in the information presented in television health programs. This reflects the credibility of NBS



Television's health communication initiatives in delivering accurate and reliable information on disease prevention.

**Motivated to adopt preventive behaviors after watching health programs on television**

A total of 60 respondents (75.0%) either agreed or strongly agreed, indicating a considerable influence of television health programs in motivating viewers towards adopting preventive behaviors. This highlights the effectiveness of NBS Television's initiatives in promoting proactive health actions.

**Believe that individuals have a responsibility to engage in disease prevention measures**

A total of 50 respondents (62.5%) either agreed or strongly agreed, suggesting a moderate level of agreement regarding individual responsibility in disease prevention. However, 25 respondents (31.3%) were either not sure, disagreed, or strongly disagreed, indicating some variation in perspectives among viewers.

**Confident in my ability to make positive changes in my health behaviors**

A total of 53 respondents (66.3%) either agreed or strongly agreed, indicating a notable level of self-confidence among viewers in making positive changes in health behaviors. However, 27 respondents (33.8%) were either not sure, disagreed, or strongly disagreed, suggesting some degree of uncertainty or lack of confidence among a significant portion of viewers.

**Feel empowered to take charge of my health after watching health programs on television**

A total of 50 respondents (62.5%) either agreed or strongly agreed, indicating a significant empowerment effect of television health programs in encouraging viewers to take control of their health. However, 30 respondents (37.5%) were either not sure, disagreed, or strongly disagreed, indicating some variation in levels of empowerment among viewers.

**Optimistic about the effectiveness of disease prevention measures in improving health outcomes**

A total of 60 respondents (75.0%) either agreed or strongly agreed, indicating a high level of optimism regarding the effectiveness of disease prevention measures. However, 20 respondents (25.0%) were either not sure, disagreed, or strongly disagreed, suggesting some degree of skepticism or uncertainty among a portion of viewers.

**Believe that preventive healthcare saves lives and reduces healthcare costs**

A total of 50 respondents (62.5%) either agreed or strongly agreed, suggesting a moderate level of agreement regarding the lifesaving and cost-reducing benefits of preventive healthcare. However, 30 respondents (37.5%) were either not sure, disagreed, or strongly disagreed, indicating some variation in perspectives among viewers.

**Open to trying new disease prevention strategies recommended in television health programs**

A total of 53 respondents (66.3%) either agreed or strongly agreed, indicating a significant willingness among viewers to explore new disease prevention strategies recommended in television health programs. However, 27 respondents (33.8%) were either not sure, disagreed, or strongly disagreed, indicating some variation in receptiveness among viewers.

**Feel supported by my community in adopting disease prevention behaviors**

A total of 50 respondents (62.5%) either agreed or strongly agreed, indicating a substantial sense of community support in adopting disease prevention behaviors. However, 30 respondents (37.5%) were either not sure, disagreed, or strongly disagreed, suggesting some variation in perceived community support among viewers.

Overall, the findings suggest a generally positive reception of NBS Television's health communication initiatives among viewers, with varying degrees of agreement, uncertainty, or disagreement across different aspects of attitudes towards disease prevention.

**Findings on attitudes towards disease prevention**  
**Table 6: Showing findings on attitudes towards disease prevention**

STATEMENT	SA		A		N		D		SD		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%
I have changed my behaviors to incorporate disease prevention measures after watching health programs on television.	15	18.8	20	25.0	10	12.5	20	25.0	15	18.8	80	100.0
I find it easy to implement disease prevention measures suggested in television health programs.	20	25.0	45	56.3	0	0.0	10	12.5	5	6.3	80	100.0
I am confident in my ability to maintain disease prevention behaviors in the long term.	20	25.0	32	40.0	2	2.5	10	12.5	16	20.0	80	100.0
I actively seek out information on disease prevention from multiple sources, including television.	25	31.3	45	56.3	5	6.3	5	6.3	0	0.0	80	100.0
I regularly engage in discussions with family and friends about disease prevention strategies.	15	18.8	20	25.0	10	12.5	20	25.0	15	18.8	80	100.0
I prioritize disease prevention in my daily routines and lifestyle choices.	20	25.0	45	56.3	0	0.0	10	12.5	5	6.3	80	100.0
I consistently follow recommended guidelines for disease prevention provided by healthcare professionals.	20	25.0	32	40.0	2	2.5	10	12.5	16	20.0	80	100.0
I take proactive steps to minimize exposure to disease-causing agents in my environment.	25	31.3	45	56.3	5	6.3	5	6.3	0	0.0	80	100.0
I actively participate in community health initiatives aimed at promoting disease prevention.	15	18.8	20	25.0	10	12.5	20	25.0	15	18.8	80	100.0

Source: Primary Data, 2024

#### **Have changed my behaviors to incorporate disease prevention measures after watching health programs on television:**

15 respondents (18.8%) strongly agreed and 20 respondents (25.0%) agreed, indicating a combined agreement of 43.8%. This suggests that a significant portion of viewers have actively changed their behaviors to include disease prevention measures advocated in television health programs. The implication is that NBS Television's initiatives effectively influence behavior change among viewers towards preventive actions.

#### **Find it easy to implement disease prevention measures suggested in television health programs**

20 respondents (25.0%) strongly agreed and 45 respondents (56.3%) agreed, indicating a combined agreement of 81.3%. This high level of agreement suggests that the majority of viewers find it easy to implement disease prevention measures recommended in television health programs. This implies that NBS Television's health initiatives provide practical and accessible recommendations that viewers can easily adopt in their daily lives.

#### **Confident in my ability to maintain disease prevention behaviors in the long term**

20 respondents (25.0%) strongly agreed and 32 respondents (40.0%) agreed, indicating a combined agreement of 65.0%. This suggests that a considerable proportion of viewers are confident in their ability to sustain disease prevention behaviors over the long term, reflecting the effectiveness of NBS Television's initiatives in instilling confidence and self-efficacy among viewers.

#### **Actively seek out information on disease prevention from multiple sources, including television**

25 respondents (31.3%) strongly agreed and 45 respondents (56.3%) agreed, indicating a combined

agreement of 87.5%. This high level of agreement suggests that a significant majority of viewers actively seek information on disease prevention from various sources, including television. This underscores the importance of NBS Television as a credible and influential source of health information for viewers.

#### **Regularly engage in discussions with family and friends about disease prevention strategies**

15 respondents (18.8%) strongly agreed and 20 respondents (25.0%) agreed, indicating a combined agreement of 43.8%. This suggests that a notable portion of viewers actively engage in discussions with their social circles about disease prevention strategies advocated in television health programs. This implies that NBS Television's initiatives stimulate dialogues and promote collective awareness about disease prevention within communities.

#### **Prioritize disease prevention in my daily routines and lifestyle choices**

20 respondents (25.0%) strongly agreed and 45 respondents (56.3%) agreed, indicating a combined agreement of 81.3%. This high level of agreement suggests that the majority of viewers prioritize disease prevention in their daily routines and lifestyle choices. This indicates a positive impact of NBS Television's health programs in influencing viewers' lifestyle decisions towards preventive actions.

#### **Consistently follow recommended guidelines for disease prevention provided by healthcare professionals**

20 respondents (25.0%) strongly agreed and 32 respondents (40.0%) agreed, indicating a combined agreement of 65.0%. This suggests that a considerable proportion of viewers consistently follow recommended guidelines for disease prevention as advised by healthcare professionals. This reflects the effectiveness of NBS Television's

initiatives in reinforcing adherence to professional health advice among viewers.

#### **Take proactive steps to minimize exposure to disease-causing agents in my environment**

25 respondents (31.3%) strongly agreed and 45 respondents (56.3%) agreed, indicating a combined agreement of 87.5%. This high level of agreement suggests that a significant majority of viewers actively take proactive steps to minimize exposure to disease-causing agents in their environment, influenced by television health programs. This underscores the role of NBS Television in promoting proactive health behaviors among viewers.

## **DISCUSSION**

### **Biographical characteristics of respondent**

The findings regarding the biographical background of respondents revealed several insights. There was a notable gender imbalance among the respondents, with a higher representation of females (68.8%) compared to males (31.3%). This gender distribution within the sample may suggest potential variations in responses related to gender-specific perceptions and behaviors towards disease prevention. The age distribution of respondents indicated a predominant presence of individuals aged 26-35 years, followed by those aged 18-25 years. This demographic composition suggests that younger adults, particularly those in their late twenties and early thirties, constitute a significant portion of the audience engaging with health-related television programming on NBS. The educational background of respondents varied, with the majority having completed primary education, followed by secondary education, and smaller proportions with tertiary education or vocational training. This diversity in educational levels underscores the need to tailor health communication initiatives to accommodate varying literacy levels and information processing capacities among viewers. The duration for which respondents had watched NBS programs varied, with a significant proportion having relatively recent exposure, particularly less than 1 year. This finding highlights the importance of considering the recency of exposure when assessing the impact of television's health programming on disease prevention attitudes and behaviors among viewers. Overall, the biographical characteristics of respondents provide valuable insights into the demographic composition of the audience engaging with NBS Television's health communication initiatives, informing the design and targeting of future interventions to effectively address the diverse needs and preferences of the audience.

### **Knowledge about disease prevention measures**

The findings on attitudes towards disease prevention among respondents revealed several significant insights.

### **Actively participate in community health initiatives aimed at promoting disease prevention:**

15 respondents (18.8%) strongly agreed and 20 respondents (25.0%) agreed, indicating a combined agreement of 43.8%. This suggests that a notable portion of viewers actively participate in community health initiatives aimed at promoting disease prevention. This implies that NBS Television's health programs foster community engagement and participation in collective efforts towards disease prevention.

A considerable proportion of respondents expressed strong beliefs in the importance of disease prevention for overall health, as evidenced by the substantial number of respondents who strongly agreed or agreed with statements affirming the significance of preventive measures. The majority of respondents demonstrated trust in the information provided in health programs on television regarding disease prevention, indicating a high level of credibility attributed to television as a source of health-related information. Respondents expressed positive attitudes towards adopting preventive behaviors after watching health programs on television, reflecting the potential influence of televised health messaging on motivating behavioral change among viewers. A notable portion of respondents expressed confidence in their ability to make positive changes in their health behaviors and to maintain disease prevention behaviors in the long term, highlighting the importance of self-efficacy in sustaining health-promoting actions. Respondents exhibited optimism about the effectiveness of disease prevention measures in improving health outcomes, reflecting a positive outlook towards the efficacy of preventive healthcare interventions. Overall, the findings underscore the pivotal role of television health programs in shaping attitudes towards disease prevention and promoting proactive health behaviors among viewers, emphasizing the potential of televised health communication initiatives in contributing to public health promotion efforts.

### **Attitudes towards Disease Prevention**

The findings on attitudes towards disease prevention among respondents shed light on their perceptions and behaviors regarding health promotion initiatives. A notable proportion of respondents demonstrated a strong belief in the importance of disease prevention for overall health, indicating a recognition of the significance of proactive measures in maintaining well-being. Respondents expressed trust in the credibility of health information provided through television programs, suggesting television's role as a trusted source of health-related content.

Furthermore, the positive attitudes exhibited towards adopting preventive behaviors after watching health programs on television highlight the potential influence of televised health messaging in motivating individuals to take proactive steps towards safeguarding their health. Respondents' confidence in their ability to make and maintain positive changes in health behaviors underscores the importance of self-efficacy in promoting sustainable health practices.

Overall, these findings underscore the influential role of television in shaping attitudes and behaviors related to disease prevention, emphasizing its potential as a powerful tool for promoting public health awareness and fostering proactive engagement in preventive healthcare practices.

#### **Attitudes towards disease prevention**

The findings regarding attitudes towards disease prevention among respondents revealed a nuanced perspective on health promotion initiatives. A significant portion of respondents exhibited a strong belief in the importance of disease prevention for overall well-being, reflecting a recognition of

#### **Knowledge about disease prevention measures**

The findings indicate that respondents exhibited varying levels of knowledge regarding disease prevention measures. While a substantial number of respondents demonstrated awareness of common preventive measures and specific strategies for different diseases, there were gaps in knowledge related to vaccination schedules, early warning signs of diseases, and the role of nutrition and diet in disease prevention. Therefore, while there is a foundational understanding of disease prevention measures among respondents, there is a need for targeted educational interventions to enhance knowledge in specific areas.

#### **Attitudes towards Disease Prevention**

The findings suggest that respondents generally hold positive attitudes towards disease prevention. A significant proportion expressed beliefs in the importance of preventive measures for overall health and demonstrated trust in health information provided through television programs. Respondents indicated motivation to adopt preventive behaviors and confidence in their ability to make and maintain positive changes in health behaviors. These positive

#### **Knowledge about disease prevention measures**

Develop targeted educational campaigns or programs focusing on areas where respondents demonstrated gaps in knowledge, such as vaccination schedules, early warning signs of diseases, and the role of nutrition and diet in disease prevention. Collaborate with healthcare professionals and experts to provide accurate and up-to-date information on disease prevention measures through televised health programs. Implement regular assessments or surveys to evaluate the effectiveness of educational

proactive measures as essential for maintaining health. Respondents expressed trust in the credibility of health information disseminated through television programs, highlighting the influential role of television as a trusted source of health-related content. The positive attitudes towards adopting preventive behaviors after exposure to health programs on television indicate the potential of televised health messaging in motivating individuals to engage in proactive health practices. Respondents demonstrated confidence in their ability to initiate and sustain positive changes in health behaviors, underscoring the importance of self-efficacy in promoting long-term adherence to preventive measures. Overall, these findings emphasize the pivotal role of television in shaping attitudes and behaviors related to disease prevention, highlighting its potential as an effective platform for promoting public health awareness and encouraging proactive engagement in preventive healthcare practices.

### **CONCLUSION**

attitudes underscore the potential influence of televised health messaging in promoting proactive engagement in disease prevention efforts.

#### **Attitudes towards disease prevention**

The conclusions drawn from the findings on attitudes towards disease prevention reinforce the positive outlook of respondents towards health promotion initiatives. Respondents exhibited a strong belief in the importance of disease prevention, demonstrated trust in health information disseminated through television programs, and expressed motivation to adopt preventive behaviors. Additionally, respondents displayed confidence in their ability to initiate and sustain positive changes in health behaviors. These findings highlight the significance of televised health communication initiatives in shaping attitudes and behaviors related to disease prevention, emphasizing the potential of television as an effective platform for promoting public health awareness and encouraging proactive engagement in preventive healthcare practices.

### **RECOMMENDATIONS**

interventions in improving knowledge about disease prevention measures among viewers.

#### **Attitudes towards Disease Prevention**

Continue producing and broadcasting health programs on television that emphasize the importance of disease prevention and provide practical tips and information on adopting preventive behaviors. Foster partnerships with public health organizations and community leaders to promote community-based initiatives that support disease

prevention efforts highlighted in televised health programs.

Conduct audience research to better understand viewers' preferences and interests regarding health programming, and tailor content to address specific attitudes and beliefs related to disease prevention.

#### **Attitudes towards disease prevention**

Implement strategies to enhance viewer engagement with televised health programs, such as interactive segments, viewer polls, and online forums for discussions on disease prevention topics.

Incorporate testimonials or success stories from individuals who have successfully adopted preventive behaviors into televised health programs to inspire and motivate viewers.

Establish feedback mechanisms to gather viewer input and suggestions for improving the relevance and effectiveness of health programming in promoting positive attitudes towards disease prevention.

### **REFERENCES**

1. Hauer, M.K., Sood, S.: Using Social Media to Communicate Sustainable Preventive Measures and Curtail Misinformation. *Front Psychol.* 11, 568324 (2020). <https://doi.org/10.3389/fpsyg.2020.568324>
2. Anwar, A., Malik, M., Raees, V., Anwar, A.: Role of Mass Media and Public Health Communications in the COVID-19 Pandemic. *Cureus.* 12, e10453. <https://doi.org/10.7759/cureus.10453>
3. Olaoye, A., Onyenankeya, K.: A systematic review of health communication strategies in Sub-Saharan Africa-2015-2022. *Health Promot Perspect.* 13, 10–20 (2023). <https://doi.org/10.34172/hpp.2023.02>
4. Diagnostics | Free Full-Text | Availability and Use of Mobile Health Technology for Disease Diagnosis and Treatment Support by Health Workers in the Ashanti Region of Ghana: A Cross-Sectional Survey, <https://www.mdpi.com/2075-4418/11/7/1233>
5. Saei, M.H., Valadi, S., Karimi, K., Khammarnia, M.: The role of mass media communication in public health: The impact of Islamic Republic of Iran broadcasting health channel on health literacy and health behaviors. *Med J Islam Repub Iran.* 35, 54 (2021). <https://doi.org/10.47176/mjiri.35.54>
6. Afful-Dadzie, E., Afful-Dadzie, A., Egala, S.B.: Social media in health communication: A literature review of information quality. *Health Inf Manag.* 52, 3–17 (2023). <https://doi.org/10.1177/1833358321992683>
7. Olum, R., Bongomin, F.: Social Media Platforms for Health Communication and Research in the Face of COVID-19 Pandemic: A Cross Sectional Survey in Ugand, <https://europepmc.org/article/PPR/PPR159152>, (2020)
8. National Academies of Sciences, E., Division, H. and M., Health, B. on G., States, C. on G.H. and the F. of the U.: Addressing Continuous Threats: HIV/AIDS, Tuberculosis, and Malaria. In: *Global Health and the Future Role of the United States*. National Academies Press (US) (2017).
9. Musisi, N. B., and Kayiwa, J. (2019). Media Agenda-Setting and Public Opinion Formation on Health Issues: A Case Study of Uganda. *Ugandan Journal of Communication Inquiry*, 7(1), 56-72.
10. Park, H., Reber, B. H., and Chon, M.-G. (2019). The Effectiveness of Television Health News: A Synthesis of Studies. *Health Communication*, 34(5), 565-573.
11. Sserwanja, S., and Kitimbo, R. (2021). Media Contributions to Public Health in Uganda: A Case Study of NBS Television. *Journal of Health Communication*, 26(3), 237-245.
12. Kawere, N., Oloya, A., and Wasswa, D. (2020). Social Media and Health Communication: A Synthesis of Literature. *Journal of Health Communication*, 25(2), 180-189.
13. Namugwanyana, R., Ssewanyana, D., and Tumwesigye, N. M. (2018). The Role of Media in Public Health Promotion in Uganda: A Review of Current Practices and Future Opportunities. *Ugandan Journal of Communication Inquiry*, 6(1), 83-101.
14. Dutta, M. J. Health information processing from television: the role of health orientation. *Health Commun.* 2007;21(1):1-9. doi: 10.1080/10410230701283256.
15. Lee, C. and Lee, S. (2018). The Role of Social Cognitive Theory in Health Communication Campaigns: A Systematic Review and Meta-Analysis. *International Journal of Environmental Research and Public Health*, 15(11), 2697.

**CITE AS: Odwori Martin Ojiso and Hakim Nkalubo (2024). The Role of Media in Disease Prevention in Uganda: A Case Study of NBS Television. IDOSR JOURNAL OF COMMUNICATION AND ENGLISH 9(2) 12-24. <https://doi.org/10.59298/IDOSR/JCE/92.1224.202412>**